

Expanding Our Vision: CDC and Partners' National Conference on Appropriate Antibiotic Use in the Community

June 5-6, 2003

Westin Peachtree Plaza, Atlanta

AGENDA

Thursday, June 5

8:30 - 9:00 a.m.	Registration and continental breakfast	Plaza Ballroom
9:00 - 10:30 a.m.	General Session <ul style="list-style-type: none"> • Welcome Patricia Cook, Program Director, CDC National Campaign for Appropriate Antibiotic Use in the Community • CDC National Campaign Update Richard Besser, Medical Director, CDC National Campaign for Appropriate Antibiotic Use in the Community • National Implications of Antibiotic Resistance James Hughes, Director, National Center for Infectious Diseases, CDC • Acute Otitis Media Observation Option Richard Rosenfeld, Prof. of Clinical Otolaryngology SUNY Health Science Center at Brooklyn 	Plaza Ballroom
10:30 - 10:45 a.m.	<i>-break-</i>	
10:45 a.m.-12:15 p.m.	Geographic Regional Panels A chance for members of different fields in one region to come together to discuss appropriate antibiotic use programs and ideas. A panel presentation will start the session, followed by a chance for Q&A.	
	<ul style="list-style-type: none"> • Northwest region: AK, WA, OR, ID, MT, WY, ND, SD, NE Panel: Laura Saddler, Project Coordinator, Oregon Campaign Christina Guillen-Cook, Tacoma Pierce County Health Dept. 	Atlanta D
	<ul style="list-style-type: none"> • Southwest region: HI, CA, NV, UT, AZ, CO, NM, TX Panel: Dora Hernandez, Health Educator, Texas Dept. of Health Ann Deas, Health Educator, Colorado Campaign Stephen Alder, Co-Principal Investigator, IMPART Sharon Donnelly, Project Manager, IMPART Matthew Samore, Principal Investigator, IMPART Nancy Spradling, Parent Teacher Assoc. of California 	Atlanta C
	<ul style="list-style-type: none"> • Central region: KS, OK, MN, IA, MO, WI, IL, MI, IN, OH Panel: Mark Buxton, Program Coordinator, Missouri Dept. of Health Litjen Tan, Director, Infectious Disease, American Medical Assoc. Christine Solberg, Pharmacist, Prime Therapeutics 	Atlanta B
	<ul style="list-style-type: none"> • Southeast region: AR, LA, KY, WV, VA, TN, NC, SC, MS, AL, GA, FL Panel: Adair Bull, SC-CAUse Health Educator, South Carolina Dept. of Health Melonie Jackson, EPIC Program Director, Georgia Chapter AAP Edward Im, Project Manager, Anthem Blue Cross and Blue Shield 	Augusta I

Room Locations:

Plaza Ballroom – 10th floor

Atlanta Rooms / Augusta Room / Exhibit Space– 7th floor

	<ul style="list-style-type: none"> • Northeast region: ME, NH, VT, MA, RI, CT, NY, PA, NJ, DE, MD Panel: Barbara Layne, Director, Pennsylvania Medical Society Edwin Schaart, Sr. Manager, Infectious Dis., Aventis Pharmaceuticals Elizabeth Villamil, Projects Manager, New York State WAIT 	Atlanta A
12:15 - 1:45 p.m.	-Lunch, networking, and exhibit time-	Plaza Ballroom
1:45 - 3:45 p.m.	Breakout Session: attend <i>one</i> of the following sessions	
	<p><u>Media Tool Kit Orientation:</u> Introduction to the National Media Campaign toolkit. An interactive how-to session.</p> <p>Jana Kettering, Public Information Officer, Utah Dept. of Health Margo Gillman, Account Director, Ogilvy Public Relations Yolan LaPorte, Manager, Campaign Development, Ogilvy Public Relations Kym Russell, Account Manager, Ogilvy Public Relations</p>	Atlanta C
	<p><u>Getting Funded by CDC:</u> State and local level health departments can get their AR education projects funded through the Epidemiology and Laboratory Capacity program offered by CDC. This session will explain the process and provide tips to get your application approved. Intended for new and renewing projects.</p> <p>Ali Danner, Public Health Advisor, CDC Patricia Cook, Program Director, CDC Campaign</p>	Atlanta D
	<p><u>Antibiotic Resistance Surveillance:</u> Some effective strategies in pneumococcal antibiotic resistance surveillance.</p> <p>Leigh Ann Hawley, DRSP Surveillance Program Manager, CDC</p>	Atlanta B
	<p><u>Diverse Populations:</u> Panel discussion on various approaches to making your programs accessible to more segments of your community's population.</p> <p>Jamila Rashid, Associate Director for Policy, Planning, and Evaluation Office of Minority Health, CDC Judith Martinez-Sadri, Director of Marketing and Public Relations, Atlanta Latino Newspaper</p>	Atlanta A
3:45 - 4:15 p.m.	-break and exhibit time-	
4:15 - 5:45 p.m.	<p>General Session: Antibiotic Quiz Bowl and Reception</p> <p>An engaging opportunity for attendees to participate in successful campaign activity. Continuing education credits included.</p> <p>Moderator: Paul Offit, Author, Chief of Infectious Diseases, Children's Hospital of Philadelphia</p> <p>Presenter: Dora Hernandez, Texas Department of Health</p>	Plaza Ballroom

Friday, June 6

8:30 - 9:00 a.m.	Continental breakfast	Plaza Ballroom
9:00 - 10:30 a.m.	General Session <ul style="list-style-type: none">• Special Announcements from National Campaign Richard Besser, Medical Director, CDC Campaign• Antibiotic Use in Animals Frederick Angulo, Chief, FoodNet/NARMS Activity, CDC Rebecca Goldberg, Senior Scientist, Environmental Defense Fund• Results from HEDIS Project Rita Mangione-Smith, Assistant Prof. of Pediatrics, UCLA• Medical School Curriculum Update Donna Waechter, Associate Dean, Medical Education, USUHS	Plaza Ballroom
10:30 - 10:45 a.m.	-break-	
10:45 a.m.-12:45 p.m.	Breakout Session: attend <i>one</i> of the following sessions	
	<u>Gaining Program Support:</u> Unique ideas and new perspectives on fundraising. Discussion will include in-kind assistance, working with foundations, and other creative ways to get the job done. Barbara Souder, Director of Public Relations and Communications, APUA Angie Tracey, Public Affairs Specialist, CDC Vicky Shugart, Sr. Nat'l Account Manager, Pfizer Consumer Healthcare Geoffrey Risch, Director Corporate & Foundation Relations, CDC Foundation	Atlanta D
	<u>Starting an Appropriate Antibiotic Use Campaign: Step 2:</u> So you've hired a health educator, now what? Next steps and practical suggestions for community education programs that have already begun. Heather Kotler, Program Coordinator, Georgia DHR, Div. of Public Health Brant Goode, Project Coordinator, MARC (Montana Dept. of Health) Stefanie Anderson, Program Development Consultant, CDC Campaign Alison Patti, Program Development Consultant, CDC Campaign	Atlanta A
	<u>Using Public Access Data:</u> A panel discussion of how to acquire and utilize public access data, such as Medicaid, in your program. Marion Kainer, Medical Epidemiologist, Tennessee Dept. of Health Michael Dickson, Program Coordinator, South Carolina Health Dept.	Atlanta C
	<u>Program Evaluation:</u> Opportunity to hear and discuss examples of how to evaluate different types of activities in your program. Jennifer Weissman, Program Development Consultant, CDC Campaign Ben Techagaiciyawanis, Health Educator, Los Angeles County, DHS Elissa Maas, California Medical Association Foundation Douglas Burgoyne, Manager, Pharmacy Services, IHC Health Plans Kim Barrus, Project Manager, Utah AWARE/IHC Health Plans	Atlanta B
1:00 - 3:00 p.m.	Consultation Time <ul style="list-style-type: none">• Lunch on your own• Final exhibit time• Opportunity for CDC funded states to consult with project officers• Opportunity for networking	Plaza Ballroom

Thank you for attending our conference, we hope you found it to be a valuable experience.
Please turn in your conference evaluation before you leave.